



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 498247 /		<u>Alt Order #</u> 06368341
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/13/12 - 10/20/12		<u>Estimate #</u> 1119
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 10/13/12 / 10/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 18	KVVU	10/13/12	10/20/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$2,100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	FOX 5 News Sat 10-11p	10-11p Sat	-----Sa--	:30		\$2,100.00	NM		
	See MG 18.3											
	3	KVVU	10/19/12-10/19/12	Fox 5 News M-F 10p-11p	10p-11p	-----F----	:30		\$2,100.00	NM		
	Ⓜ MG for 18.1 10/13											
Week:		10/15/12	10/21/12	-----1-				1	\$2,100.00			
Totals											44	\$37,815.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/20/12	44	\$37,815.00	\$32,142.75
Totals	44	\$37,815.00	\$32,142.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6368341 TRF# 498247
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09.58
*** KVVU-TV ***

ADV # _____ ADV. NAME ISS/CROSSROADS GPS REP. # _____ OFF. # 762 SALESMAN # _____
AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6368341 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#1119 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT13/12 OCT20/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 09.58

REP: TO ROSE
FR NIKKI
OK'D M1 SEE LINE 61
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 12
AGENCY PRODUCT CODE = 11
AGENCY EST# = 1119

18			ES 1000P-1100P	30		\$2,100.00	10/13	10/13	0		SAT	0
18			ES 1000P-1100P	30		\$2,100.00	10/20	10/20	1		SAT	1

PROGRAM : FOX 5 NEWS AT 10PM SAT
CON COM1 : FOX 5 NEWS AT 10PM SAT

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61	A		1000P-1100P	30		\$2,100.00	10/19	10/19	1		FRI	1
PROGRAM : FOX 5 NEWS AT 10PM SAT												
ORD COM1: TRAFFIC WASN'T RECD IN TIME FOR SATURDAY LOG. MG 10P NEWS FRIDAY.												
ORD COM2: PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT13 ON LINE-18 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M11	OK'D	BUY#18	MISSED: SAT/1000P-1100P				OCT13		30S	\$2,100.00	(OCT13/12)	
			OFFER: FRI/1000P-1100P				OCT19		30S	\$2,100.00	PLS ADVISE.	
CMT: TRAFFIC WASN'T RECD IN TIME FOR SATURDAY LOG. MG 10P NEWS FRIDAY.												
CMT: PRE-BOOKED PLS APPROVE.												

OCT/12 37815.00 CONTRACT TOTAL 37815.00
TOTAL SPOTS 44

MARKET TOTALS \$343,772 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%
KTUD 3%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE